



Procurement of Consulting Services for a Public Education Campaign Ref No. 2025-PEC-1

The Broadcasting Commission of Jamaica (BCJ), a statutory body, hereby invites proposals from suitably qualified and experienced firms/agencies or consultants for the provision of **Consulting Services for a Public Education Campaign**.

The procurement process will be executed in accordance with the Government of Jamaica Public Procurement Act (2015) and Regulations (2018).

PROCUREMENT METHOD: National Competitive Bidding (NCB)

AVAILABILITY OF TENDER DOCUMENTS:

Tender documents must be downloaded from the Government of Jamaica Electronic Procurement Portal (GOJEP) as of **Friday, May 30, 2025**. The website address is www.gojep.gov.jm.

CLARIFICATION PERIOD: No later than **Tuesday, June 17, 2025 14:00 hr (02:00 p.m. GMT-5)**

Send clarification queries to: nlewis@broadcom.org

BID SUBMISSION DEADLINE: No later than **1400 hours (2:00 p.m. GMT-5) on June 20, 2025**.

BID OPENING: **14:15 hr (02:15 p.m. GMT-5), Friday, June 20, 2025**

PROJECT: To develop and implement a national multimedia public education campaign that builds societal resilience to AI-driven misinformation and deepfakes, fosters critical thinking, and promotes responsible media consumption.

Scope: The Broadcasting Commission is seeking a firm/consultant with proven experience to:

- Conduct creative research to define storytelling formats suited for Jamaican audiences.
- Recommend appropriate communication mix (e.g. social media, influencers, community programmes, educational tools).
- Develop campaign concept(s).
- Pretest with target audiences.
- Produce engaging, educational, and shareable content in formats such as video, audio, digital, static and short-form series.
- Utilise emerging techniques (AI-generated content, simulations, etc.) ethically and with disclosure.
- Design content for use across TV, radio, social media, WhatsApp, YouTube, and cinemas.
- Provide compressed and low-bandwidth versions of content for data-light users
- Produce campaign assets in multiple durations: 10s, 15s, 20s, and 30s cutdowns.
- Integrate messaging that addresses emotional, behavioural, and psychological responses to misinformation.
- Ensure inclusion and accessibility for all demographics, including persons with disabilities. Develop a Monitoring and Evaluation (M&E) framework to track:
 - o Awareness and knowledge shifts
 - o Engagement metrics (likes, shares, completion rates)
 - o Behavioural change indicators (self-reported checking behaviour, platform reporting rates).

ELIGIBILITY: See Government of Jamaica Electronic Procurement Portal – GOJEP (www.gojep.gov.jm).

NOTE:

This is an online tender where tender documents, clarifications and bids will only be made available and accepted via the Government of Jamaica Electronic Procurement Portal – GOJEP (www.gojep.gov.jm). No offline (hard copies) will be accepted and there will be no physical tender drop-off box.

To participate in this tender opportunity, suppliers must first be registered on the GOJEP at www.gojep.gov.jm. To register, please select the 'Register as a supplier' link from the system's home page.

For assistance relating to the operations of the GOJEP website, please contact the Office of the Public Procurement Policy (OPPP) within the Ministry of Finance and the Public Service at 876-932-5220/876-932-5205 or email oppccustomer@care@mof.gov.jm.

For further information, please contact:

The Procuring Officer
9 Central Avenue
Kingston 10
Tel: 876-920-9537
Email: info@broadcom.org



INVITATION TO TENDER

SUPPLY AND IMPLEMENTATION OF DISASTER RECOVERY SERVICE FOR TWO (2) YEARS, FOR THE NWC ICT DEPARTMENT National Competitive Bidding

Procuring Entity: The National Water Commission

Description of Service: Supply and Implementation of Disaster Recovery Service for Two (2) years, for the NWC ICT Department

Eligibility Requirements

Tenderers must submit:

- A valid Tax Compliance Certificate (TCC)/valid Tax Compliance Letter (TCL) at the bid submission deadline
- A valid registration certificate from the Public Procurement Commission valid at the bid submission deadline in the following classification:
 - Computers and Supplies AND/OR
 - Information Technology Services
- Completed, signed and sealed form of tender
- Bid security in the correct amount and form
- A Power of Attorney (POA) document is required if the Company's bid is not signed by a CEO, General Manager, Director or Managing Director of the company.

Additional requirements are outlined in the Criteria used for evaluation in the Bidding Document.

Availability of Bid Document and Bid Submission: This is an online tender where tender documents, clarifications and bids will only be made available and accepted via the Government of Jamaica Electronic Procurement Portal – GOJEP (www.gojep.gov.jm). No offline (hard copies) will be accepted and there will be no physical drop-off of tender documents.

- Tender documents can be downloaded as of **Wednesday, June 18, 2025**.
- Clarification period – no later than 7 working days (**Monday, July 7, 2025**) before bid submission deadline.

Submission Deadline: Tenders must be submitted by via the GOJEP no later than **Wednesday, July 16, 2025 at 11:20 a.m.**

Late bids will be automatically rejected by the system.

The original Bid Security MUST be submitted in hard copy to the Tender Box at the National Water Commission (NWC) delivered by **Thursday, July 17, 2025 at 11:00 a.m.** at the following address:

The Tender Box
National Water Commission
18 Oxford Road
Kingston 5, Jamaica, WI

Failure to deliver the original bid security at the date and time specified will render the bid non-compliant.

The "Tender Box" is located in the Cashier's Section, to the left upon entering the building at 18 Oxford Road.

To participate in this tender opportunity, suppliers must first be registered on the GOJEP at www.gojep.gov.jm.

To register, please select the "Register as a supplier" link from the system home page.

For assistance regarding training, download of tender and upload of tender proposals, please contact the Ministry of Finance, Office of the Public Procurement Policy Customer Care Desk at (876)932-5220/932-5253/932-5244 or email oppccustomer@care@mof.gov.jm.

Failure of the bidder to directly register and download the Tender/Bidding document from the GOJEP website will result in ineligibility/non-responsiveness of that bid and disqualification from the procurement proceedings.

The National Water Commission is not obliged to accept the lowest or any tender and reserves the right to annul the tender process and reject all tenders at any time prior to the award without incurring any liability.